

For other "Sales of May" news not included here see today's Post, Star and Times.

# LANSBURGH & BROTHER

If you are unable to attend the Sales of May, phone Jane Stuart and she will shop for you. Franklin 7400.

Washington, D. C., May 1, 1921.

New York—Paris

MONDAY STORE NEWS

Established 1860

450-50 Seventh Street Northwest



## Start Monday—Just Because It's "Customary!"

There isn't a reason in the world for the Sales of May than the fact that it's customary. May has become a bargain time through the custom of holding May sales—and CUSTOM is the twin sister of HABIT.

We haven't any patent on May Sales. All we've tried to do is to provide the values, and we believe we have succeeded.

An advertisement without a word ending in EST!

We haven't used words like greatest, best, finest—

We haven't used any comparative prices—

We're going to see whether the sheer merit of merchandise and the reputation of an event won't put it over.

The Sales of May will go down in history for hosts of unusual values, but none more remarkable than this timely offering of

## Superb Silk Dresses

### For Women and Misses



As you have noted in our advance notices of this sale, we are not using superlatives, but as we see these exquisite Silk Dresses taken from their wrappings we wonder how we shall describe them adequately without the use of adjectives in the superlative degree, exclamations and other forms of admiration and wonder.

By the way—The writer of this ad declares it is a shame that Lansburgh & Brother will not allow quotation of actual values, because the public really should know the class in which these superb frocks belong.

Our Merchandising Executive says that when the manufacturer was approached, he flatly declined to allow price concessions on seasonable merchandise, especially on the class of merchandise demanded for our Sales of May. "Perseverance accomplishes wonders" and the result is—we succeeded in procuring 125 dresses that are absolute first copies of imported models and masterpieces of New York designers who are artists in their craft.

Materials:	Colors:	Trimmings:
Crepe de Chine	French Gray	Heavy Embroidery
Canton Crepe	Rust	Pagliacci Pleats
Spanish Lace	Tomato	Knife Pleatings
Foulard	Flame	Narrow Belts
Chiffon Taffeta	Tangerine	Jack Frost Beading
Georgette	Navy	Cut Steel Beading
Roshanara Crepe	Copen	Metal Threads
Novelty Net	Brown	Motifs
Crepe-and-Foulard	Jade	Applique
Taffeta-and-Foulard	Peach Blow	Sashes
Net-over-Crepe	Flesh	Picot Finishes
Lace-and-Crepe	White	Lace Vestees
Printed Georgette		Maline Sashes
		Fine Braiding

Sizes for Women and Misses, 16 to 44

## Thousands of Yards of NEW SILKS

Our buyer just recently returned from New York markets, bringing with him better Silks, more beautiful weaves—at prices that approach those of the prewar days.

35-in. Black Satin Duchess, yard ..... \$1.69

You know the quality—and when we tell you that this meets our approval in every way, you'll surely want enough for a dress or two. Rich, lustrous satin, with close, serviceable face.

40-in. Lingerie Crepe, yard ..... \$2.25

Heavy and serviceable in a dainty flesh tint, as well as white. Splendid for making the finer lingerie and boudoir apparel—and would make an excellent gift to a bride—fine for yourself.

35-in. Black Satin Duchess, yard ..... \$1.98

The rich, heavy jet black dress satin demanded by discriminating women—showing a high, lustrous finish—and close face. Only in special selling of this kind are we able to offer such a low price.

36-in. White Habutai, yard ..... \$1.98

Just the right weight for Summer Skirts and dresses—this silken fabric is in great demand, for it launders beautifully and wears well. The value is evident at the first glance.

32-in. Silk Broadcloth, yard ..... \$1.69

A very low price for this beautiful all-silk broadcloth in the purest white. An ideal fabric for sports wear, for waists, or for men's Shirts. We guarantee that it will launder and wear well.

38-Inch Imported Swiss Black Taffeta May Priced \$1.69

A very fine quality that will be purchased readily for making up the pretty black frocks and gowns. This Taffeta is of genuine Swiss manufacture, and we have not made such pricing since prewar days. It is full 38 inches wide—chiffon finish and deep lustrous black.

### Sale of 2,000 Yards 40-INCH SPORT SILKS

The May Sale Price, yard ..... \$2.98

Choose from the new plain and rough weaves—in self tones and changeable colorings. The silk buyer says the price is just about half their actual value—and we believe him. There are plenty of white and desired colors for sports wear represented.

### 40-IN. PRINTED FOULARDS

The May Sale Price, yard ..... \$1.98

Of course, any woman readily knows that this pricing is ridiculous for all-silk Foulards—and bear in mind this is an excellent quality, perfect in weave and coloring. New and desirable patterns—50 of them to select from—at \$1.98 a yard.

### 2,500 Yards of Extra HEAVY CREPE DE CHINE

The May Sale Price, yard ..... \$1.98

40 inches wide—very heavy, firmly woven all-silk quality. It is a SPECIAL purchase, and just saying special is putting it mildly. In the wanted shades—white, ivory, pink, flesh, silver, zinc, seal, navy, midnight and black.

### Only 1,000 Yards of This All-Silk Imported Pongee 69c

33 inches wide—heavy, all-silk quality Pongee, in the natural tan. A weave you will like for summer dresses, waists, pajamas, men's shirts and draperies. The limited quantity—and the demand there will be for it—leads us to advise early selection.

### Quartette of Black Silks \$2.49 at May Sale Prices, Yard

Four especially desirable black silks—all 40 inches wide, and of such qualities and at such pricing that we predict lively selling. Choose from—

40-in. Satin Charmeuse 40-in. Crepe de Chine  
40-in. Crepe Menteur 40-in. Taffeta Sublime

Third Floor—Lansburgh and Brother.

The Sales of May increase the purchasing power of every dollar

## Seasonable White Goods

### Novelty and Embroidered Voile, 48c

Lace effects in a variety of patterns. The embroidered Voiles are done in dots, figures, scroll and conventional designs, 36 inches wide, which is a practical width for blouses, dresses, children's garments, etc. Other Voile specials ranging from 39c, 75c and \$1.00 yard.

### Longcloth and Nainsook

At Special May Sale Prices  
36 and 40 Inches Wide, in 10-Yard Pieces

#### LONGCLOTH

10-yard piece, \$1.58  
10-yard piece, \$1.68  
10-yard piece, \$2.48  
10-yard piece, \$2.98  
10-yard piece, \$3.25  
10-yard piece, \$3.50

#### NAINSOOK

10-yard piece, \$3.25  
10-yard piece, \$3.68  
10-yard piece, \$4.45  
10-yard piece, \$4.50  
10-yard piece, \$5.00  
10-yard piece, \$5.25

WHITE SPORT SKIRTING, 36-inch satinlike Skirting in fine art weave with satin-finish stripe or design; also plain with satin finish so lustrous that it assumes the appearance of genuine satin, yard ..... 75c & \$1.25

45-INCH WHITE SWISS ORGANDIE—Very fine texture, sheer quality, with permanent finish. Its crisp body renders it especially suitable for summer frocks, graduation and wedding dresses, garments for May processions and every possible Organdie use. Cuff and collar sets are pretty of this grade, yard ..... \$1.00

SHIRTING AND WAISTING MADRAS—32 inches wide; sturdy but fine quality, with silky finish; neat stripe effects appropriate for men's shirts, pajamas, tailored blouses, dresses and boys' blouses. It is a good plan to have this class of fabric always at hand, for it has numerous uses, yard ..... 39c

36-INCH WHITE LONGCLOTH—Even weave and very firm; soft chambray finish, just right for underwear. This quality washes like linen and is durable for wear. A good material to keep in the house; there are so many uses for it, yard ..... 18c

34-INCH LINGERIE NAINSOOK—Soft and silky in effect—the kind that is preferred for women's underwear, children's clothes and hosts of other purposes. This grade is also here at same price in delicate flesh tint, so much the vogue just now, yard ..... 28c

WHITE SPORT SKIRTING FLANNEL—32 inches wide and does not shrink! The new and highly approved flannel for sport skirts and men's polo shirts, yard ..... \$1.65

EXTRA HEAVY "VIVELLA" SPORT SKIRTING—45 inches wide and one of the well-known flannels used for polo skirts and women's sport wear—especially skirts. Shrink-proof. .... \$3.50

First Floor—Lansburgh and Brother.

1,500 Famous

"Merit"

Seamless Sheets,

\$1.00

Merit Sheets are sub-standards of one of the well-known makers—they are heavy in fact; they have the texture, weight and firmness of weave that appears in Indian Head. They are called sub-standards because of small oil-spot marks their otherwise perfect condition, and you know oil spots disappear after tubbing. At a dollar each—you can choose any of these sizes! 63x90, 72x90, 72x99, 81x90, 81x99 and 90x90. It's a rare opportunity—don't miss it.

Merit Pillow Cases, Each, 25c

Sizes 42x46 and 46x36. Cut straight grain of the goods. Only 100 dozens at this price.

First Floor.

The Sales of May bring their beauties to you at extremely close pricing—especially

## New Colored Wash Goods

AHEAD OF FORMER SEASONS IN BEAUTY!  
BACK TO FORMER SEASONS IN PRICES!

Our patrons will profit in the purchase of Wash Goods that figure in the Sales of May.

The advantage of lowered market prices and our own price concessions on thousands of yards. In addition there is the satisfying of selecting from a stock that is entirely new, and practically without limit in its range of assortment.

COLORED VOILES—36 and 38 inches wide; large and small designs in pleasing light and dark colored grounds, yard ..... 29c

COLORED SWISS ORGANDIE—Permanent finish, in all the colors of the season's fashion. Standards and delicate tints for evening wear, yard ..... \$1.00

SILK WRAP FOUNDATION FABRIC—All the wanted plain colors. So woven that the silk shows on the surface. Suitable for linings and foundations, yard ..... 39c

SILK MIXED VOILES—36 inches wide, in standard colors and pastel tones; also plenty of white. Large percentage of silk in the weave, yard, 48c, \$1.25 and ..... \$1.50

DRESS GINGHAMS—32 inches wide, in an extensive range of pretty checks and plain colors. An opportune chance to get ready for children's school dresses, yard ..... 25c

SILK-WARP POPLIN—36 inches wide, in an entirely new color line of the season's approved shades, including black and white. This fabric can not be equaled at our Sales of May price, yard ..... \$1.00

NEW TISSUE GINGHAM—36 inches wide; very light weight for summer wear. All the new checks and plaids for choosing in a host of pleasing colors, yard ..... 75c

SPORT RATINE—One of the brand-new materials for sport skirts, suits, etc. Pink, light blue, rose, amber, blue, copen, sand and brown, yard \$1.25 and ..... \$1.50

PLAIN COLOR SUITINGS—34 inches wide; linen-like weave and finish; for skirts, suits and dresses. Light and dark orchid, buff, navy, reseda, rose, copen and white, yard ..... 48c

EXTRA WIDTH COLORED VOILES—44 inches wide, in the new browns, grays, blue and black effects. This width cuts to advantage, yard ..... 75c

SILK-STRIPE SHIRTING—36 inches wide and a very fine quality. Equally suitable for waists. Eleven new styles for choosing, yard ..... 59c

FINE QUALITY GINGHAMS—Plaids and plain, imported and made-in-America grades. This price is low even for such a special event as our Sales of May, yard ..... 33c

First Floor—Lansburgh and Brother.